GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

NAPDDR – Nasha Mukt Bharat Campaign – Constitution of State Level Nasha Mukt Bharat Campaign Committee – Orders – Issued.

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Department for Women, Children, Differently Abled, Transgender & Senior Citizens (Prog.II)

G.O. Rt. No.160 Dated:14.08.2020

Read the following:

1.D.O. Lr. No. 12-2/2020-DP-III, dated 07.04.2020 of the Secretary to GoI, MSJE, Dept. of SJ&E, New Delhi.
2. D.O. Lr. No. 12-2/2020-DP-III, dated 18.06.2020 of the Joint Secretary to GoI, MSJE, Dept. of SJ&E, New Delhi.
3. D.O. Lr. No. 12-2/2020-DP-III, dated 13.07.2020 of the Secretary to GoI, MSJE, Dept. of SJ&E, New Delhi.
4. email dated 14.07.2020 from Avijit Sharma, ASO (DP), MSJ&E

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ORDER:

The Ministry of Social Justice and Empowerment has embarked on 'Nasha Mukt Bharat' campaign under the NAPDDR by undertaking a comprehensive and multi-pronged effort in 272 vulnerable districts in the Country and vide letter 1st read above has informed that the districts covered from A.P are: 1. Visakhapatnam, 2. East Godavari, 3. West Godavari and 4. Krishna. Further, it was requested to identify a State Nodal Officer who can help in preparing the State Action Plan covering all the identified districts, and to coordinate the efforts of higher education, health department, and NGOs and to inform the District level officers to identify NGOs who have made a mark in this area and encourage them to apply for the NGO part of the scheme through the online portal.

2. Accordingly, Sri M.A Kumar Raja, Dy. Director, Directorate of Differently Abled, Transgender & Senior Citizens, A.P., Vijayawada (9490720301 & kumar.raja@gov.in) is hereby designated as the State Nodal Officer, Nasha Mukt Bharat Campaign and he is requested to coordinate with all the officers including district level officers.

3. In the letter 3rd read above, the Secretary to GoI, Dept., of SJ&E, has requested to constitute the State Level Nasha Mukt Bharat Campaign Committee (SLNMBCC) and to formally launch Nasha Mukh Bharat Campaign in the State on 15.08.2020 in the identified districts vulnerable in terms of substance and alcohol abuse.

(P.T.O)

4. Accordingly, the State Level Nasha Mukt Bharat Campaign Committee is hereby constituted as follows:

| Designation | Role |
|---|---|
| Smt. A.R.Anuradha, IPS.,<br>Principal Secretary, Dept. for WCDA&SC | Chairman |
| Smt. Kritika Shukla, IAS.,<br>Director, Women Development & Child Welfare | Member |
| Smt. KGV Saritha, In charge, S.P., Narcotics(rank ASP) WPC, NRI Cell, GOW(C), Crime Investigation Department Representative of Director General of Police | Member |
| Representative of Spl. CS, HM&FW Dept. | Member |
| Sri K. Harshavardhan IAS, Commissioner Social Welfare, Representative of SW Dept. | Member |
| Representative of Narcotics Control Bureau | Member |
| Smt. K.Eswary, Assistant Secretary to Govt., Department of Higher Education | Member |
| The Director, SCERT, Vijayawada , Department of School Education | Member |
| Sri M.A. Rama Chandra Murthy , Assistant Director, Commissionerate, I&PR, Vijayawada , Department of Information and Public Relations/ Media | Member |
| (4) NGOs working in the field of drugs.<br>1. JATTU(Justified Action and Training for Tribal Upliftment)<br>2. Madya Vimochana Prachara Committee<br>3. Alcoholics Anonymous<br>4. Devi Educational Society, Tadepalligudem | Members |
| (3) Retired Senior Civil Servants who contributed to this cause. | Members |
| Green Valley Foundation, Visakhapatnam, State Level Coordinating Agency of Ministry of Social Justice, Govt. of India | Member |
| Mrs.R.Haritha Alankritha, State Coordinator of PMU of Social Justice, GoI | Member |
| Sri. M.A.Kumar Raja, Deputy Director, WDAT&SC | Member Secretary |

5. The functions of the Committee are as follows:

I. Formulating a State Campaign Activity under Nasha Mukt Bharat

II. Ensuring implementation, formulation and implementation of the district campaigns under Nasha Mukt Bharat for the identified vulnerable districts in the State

(Cont..3)

III. Guiding and overseeing the implementation of district campaign in identified vulnerable districts of the State.
IV. To increase community participation and public cooperation.
V. Conducting training programmes for the service providers at State level, district level and below district level.
VI. Having a social media strategy for the State Campaign and implementation of the same.
VII. Visit to the Institutions, hospitals and effective places.
VIII. Ensuring strict implementation of ban on sale of cigarettes with 100 meters of any educational institution
IX. Obtaining information on the availability/sale of drugs and review the action taken on such information.

6. The State Nodal Officer and the Member Secretary is requested to drive the campaign in the State and make it successful.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

A.R.ANURADHA
PRINCIPAL SECRETARY TO GOVERNMENT

To
All the Members of the SLNMBC Committee.
The Collector & District Magistrate, 1. Visakhapatnam, 2. East Godavari, 3. West Godavari and 4. Krishna.
The Special Chief Secretary to Government, HM&FW Department.
The Principal Secretary to Government, Social Welfare Department.
The Principal Secretary to Government, School Education Department.
The Principal Secretary to Government, Higher Education Department.
The Director General of Police, A.P., Mangalagiri.
The Director of Narcotics Control Bureau, Mangalagiri.
The General Administration Department (I&PR).
The Director, WD&CW, A.P., Guntur.
The Director, WDAT&SC, A.P., Vijayawada.
SF/SC.

//FORWARDED :: BY ORDER//

SECTION OFFICER